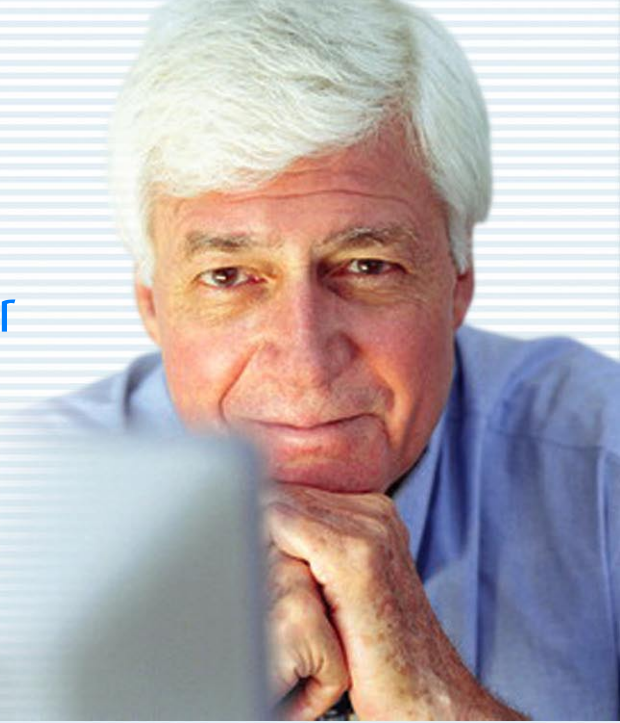


Case Study

Ink Jets & Toners doubles turnover and improves margins by a third in 2½ years with the help of ProspectSoft CRM



Ink Jets and Toners Ltd (IJ&T) in Somerset supplies computer printer consumables and a range of computer storage media, to around 30,000 mainly SME customers countrywide.

An active telesales operation is augmented by fax-shots to generate new customers and to advise existing clients about special offers and new products. Because manufacturers launch new printers frequently, about 50 line items are added to the IJ&T stock file every month.

Key Objectives

According to Marketing Director Anthony Moxon, the company's great success over recent years is based on 3 USPs: product availability, high quality and attractive prices. However, it became clear that if sustainable growth were to be maintained, better IT systems, especially CRM, would be essential.

Many products were reviewed – Onyx, Goldmine, Pivotal, even a bespoke solution, but all of these proved lacking either in functionality or in value versus costs. ProspectSoft CRM was selected by IJ&T late in 2001 for three main reasons:

- The system allows fast logging of customer enquiries and forces follow-up actions
- Integration with Exchequer Enterprise gives users access to up-to-date stock levels and sales information and permits direct entry of sales orders
- ProspectSoft CRM provides accurate management information on demand about sales by product and customer

Results

A 10-module ProspectSoft CRM system configured for 24 network users, has helped IJ&T to double turnover in 2½ years and improve margins by one third, with the same staff levels. Due to the highly successful deployment, the management team has decided to invest more in the system and increase its functionality.

With the release of ProspectSoft CRM Version 5 and its XML API module, the system can now be integrated with many other applications. Gateway Computers of Yeovil, who supplied IJ&T's Exchequer Enterprise and ProspectSoft CRM systems, is providing credit card validation within the CRM system, which will then pass orders automatically into the accounts system, for payment after product has been delivered.

Key facts

- Industry: Distributor of IT consumables
- No of staff: 35
- Accounting System: Exchequer Enterprise
- No previous CRM system

Priorities for CRM System

- Faster logging and better tracking of customer enquiries
- Close integration with Exchequer Enterprise
- Provision of sensible management information

CRM System Details

- No of Sites: 1
- No of Network Users: 24
- No of Modules: 10
- Installation began in October 2001

Key Features

- **Configurable** for many sizes and types of organisation with multiple functional modules
- **Fully scalable** from entry-level to enterprise-wide solution
- Sales force, marketing and field service **automation**, all with management escalation
- **Dynamic integration** with **Microsoft Office** giving full document management
- **B2B and/or B2C customer relationship management** within one system
- **Dynamic analysis** and **detailed management reporting** on customers and suppliers, sales, service or products

